

# Taste Barrier Broken.

**Struggle to get taste into low tar smoking ends suddenly with new 'Enriched Flavor' discovery for 9 mg. tar MERIT**

For years, dependency on tar for taste has created a taste "barrier" for low tar cigarettes.

A limit on how good a low tar smoke could taste.

Now that barrier has been broken.

Broken by a remarkable cigarette called MERIT.

MERIT packs 'Enriched Flavor' A radical new taste discovery so effective at fortifying tobacco with extra flavor that MERIT actually delivers as much—or more—taste than cigarettes having higher tar.

Up to 60% higher tar.

Yet MERIT has only 9 mg. tar. One of the lowest tar levels in smoking today.

Lower, in fact, than 98% of all cigarettes sold.

Thousands of smokers were tested. The results were conclusive.

If you smoke, you'll be interested.

**Smokers Report MERIT  
Delivers More Taste**

9 mg. tar MERIT was taste-tested

against five current leading low tar cigarette brands ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, all tested at home.\*

Even if the cigarette tested had 60% more tar, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—or more—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette.

**MERIT. Unprecedented flavor at 9 mg. tar.**

From Philip Morris.

\*Harvard Institute of Consumer Opinion. Study available from our company, Philip Morris Inc., Richmond, VA 23196.



MERIT and MERIT MENTHOL

**9 mg. tar**

9 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC Method.

**Warning: The Surgeon General Has Determined  
That Cigarette Smoking is Dangerous to Your Health.**